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| S.W.O.T | STRENGTHS  1. 2. 3. 4. | WEAKNESSES  1. 2. 3. 4. |
| OPPORTUNITIES  1. 2. 3. 4. | Opportunity-Strength (OS) Strategies  Use strengths to take advantage of opportunities  1. 2. | Opportunity-Weakness (OW) Strategies  Overcome weaknesses by taking advantage of opportunities  1. 2. |
| THREATS  1. 2. 3. 4. | Threat-Strength (TS) Strategies  Use strengths to avoid threats  1. 2. | Threat-Weakness (TW) Strategies  Minimize weaknesses and avoid threats  1. 2. |